

Alex Trickett



Head of Sport, Twitter UK

As Head of Sport for Twitter UK, Alex Trickett empowers teams, drivers, governing bodies and media to devise and implement compelling Twitter strategies, which enhance their digital brands and bring motorsports fans closer to the action than ever before.

Alex is leading sports partnerships for Twitter, UK, drawing on 12 years of senior digital experience. During one year, he has been a senior creative strategist and social media leader for a variety of clients including Canon, ASICS, Apoteket and Body Shop, while providing the thinking behind successful pitches for new business from global clients. He also planned and organized successful and interactive events, showcasing the Internet of Things, during Social Media Week in London and New York.

Alex was Founder and Designer of Legend Maps during almost two years (2011-2012). He researched designed and helped to market three alternative tube map posters for TFL to celebrate the 2012 Olympics in London.

Alex started to work at BBC as a journalist in 2000 and left in 2011. He became Social media leader during two years and ended at BBC as International Editor.

Alex is graduated from University of East Anglia in American and English literature.